



**THE DOWNTOWN WINDSOR BUSINESS IMPROVEMENT ASSOCIATION**  
484 PELISSIER ST., WINDSOR, ONTARIO N9A 4K9  
DWBIA@DOWNTOWNWINDSOR.CA  
DOWNTOWNWINDSOR.CA  
519-252-5723

## DOWNTOWN WINDSOR BIA BOARD OF DIRECTORS MEETING AGENDA

**Date:** Tuesday, July 25, 2023

**Time:** 5:30 PM

**Location:** DWBIA Offices, 484 Pelissier Street

### DIRECTORS:

Bars & Nightclubs:	Andrew Corbett
Commercial Property Owner/Developer:	Ray Blanchard
Hotel/Tourism/ Retail:	Sikander (Sunny) Bhatti
Member at Large:	Jennie Atkins
Professional Services:	Chris MacLeod
Restaurant (licensed):	Olivia Holt
Restaurant (unlicensed):	Ron Balla
Retail:	Misty Adams
Ward 3:	Councillor Renaldo Agostino

### 1. CALL TO ORDER

- Reading of Land Acknowledgement

We [!] would like to begin by acknowledging that the land on which we gather is the traditional territory of the Three Fires Confederacy of First Nations, which includes the Ojibwa, the Odawa, and the Potawatomi. The City of Windsor honours all First Nations, Inuit and Métis peoples and their valuable past and present contributions to this land.

- Adoption of the distributed agenda

## 2. DISCLOSURE OF PERCUNIARY INTEREST

## 3. ADOPTION OF THE MINUTES

- Minutes of Board of Directors meeting held on July 27, 2023
- Minutes of Marketing & Events Striking Committee meeting held on July 6, 2023
- Minutes of Infrastructure & Development Striking Committee held on July 13, 2023

## 4. REGULAR BUSINESS ITEMS

- **Marketing**

- Ouellette Car Cruise – update
- Buskers - update
- Beach Volleyball Tournament – update
- Marketing Campaign
- Motions for the Marketing & Events Striking Committee meeting held July 6, 2023
  - ▶ Windsor Symphony Orchestra
  - ▶ Red Frogs
  - ▶ CJAM – Higher Ground Festival
  - ▶ Brewing for Comedy

- **Infrastructure & Development**

- Investors Roundtable - update
- Farmers' Market – update
- Cigarette Bins – update
- Benches – update
- Security Camera's - update
- Motions from Infrastructure & Development Striking Committee meeting held on July 13, 2023
  - ▶ Christmas Decorations for street poles

## 5. PRESENTATIONS & DELEGATIONS

- Dana Young, Willis Business Law

## 6. UPCOMING MEETINGS

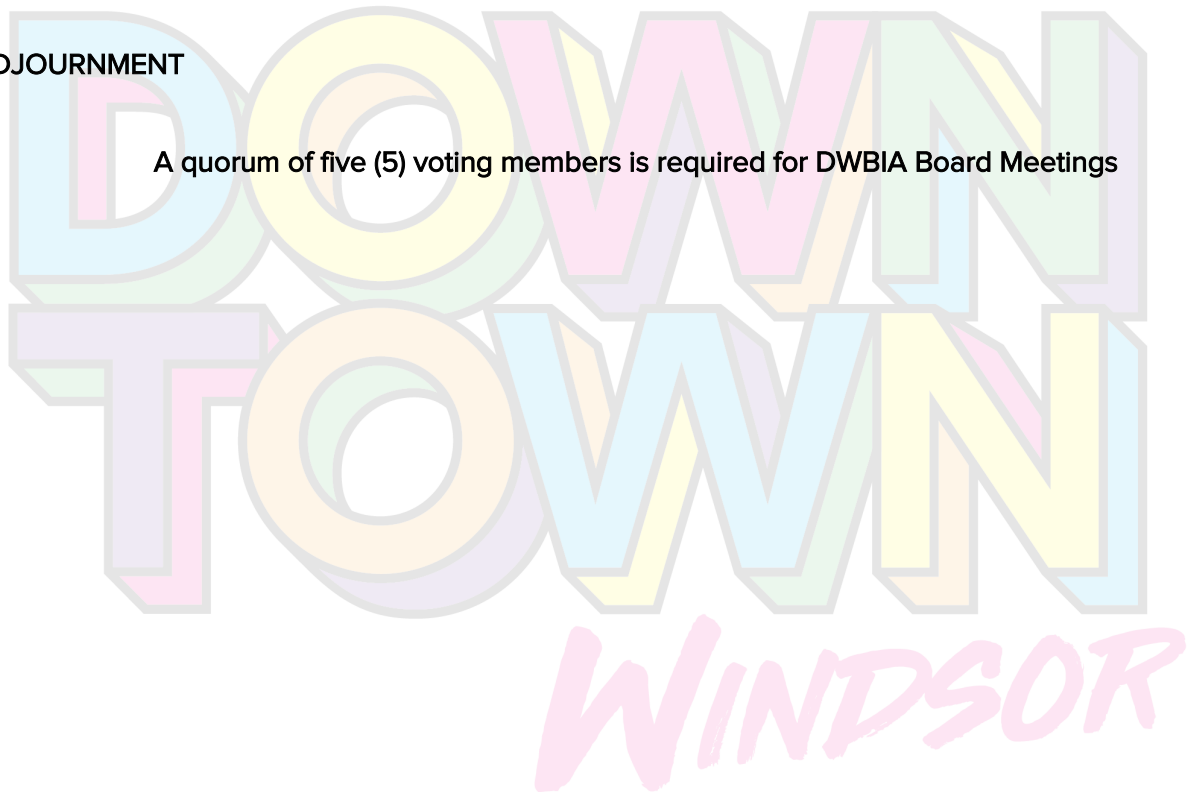
DWBIA Marketing & Events Striking Committee  
Thursday August 3, 2023

DWBIA Infrastructure & Development Striking Committee  
Wednesday August 9, 2023

DWBIA Board of Directors  
Tuesday September 26, 2023

## ADJOURNMENT

A quorum of five (5) voting members is required for DWBIA Board Meetings





# MINUTES

**MEETING:** Board of Directors  
**DATE:** Tuesday, June 27, 2023  
**TIME:** 5:30 PM  
**LOCATION:** 484 Pelissier Street  
**ATTENDEES:** Andrew Corbett, Chris MacLeod, Misty Adams, Olivia Holt, Ray Blanchard, Renaldo Agostino, Sunny Bhatti, Ron Balla  
**REGRETS:**  
**ABSENT:** Jennie Atkins  
**STAFF:** Debi Croucher, Janice Dyett

Agenda and Discussion	Responsibility of:
<p><b>1. CALL TO ORDER</b></p> <p>Mr. MacLeod opened the meeting at 5:39PM.</p> <p>Reading of Land Acknowledgement.</p> <p>Distributed agenda was adopted by Mr. Balla, seconded by Mr. Blanchard.</p>	<p>Administration</p> <p>Administration</p> <p>Board of Directors</p>
<p><b>2. DISCLOSURE OF INTEREST</b></p> <p>None.</p>	
<p><b>3. ADOPTION OF THE MINUTES</b></p> <ul style="list-style-type: none"> <li>• Minutes of the Board of Directors meeting on May 25, 2023 meeting were adopted by Mr. Agostino, seconded by Mr. Blanchard.</li> <li>• Minutes of the Marketing &amp; Events Striking Committee meeting on June 1, 2023 were adopted by Mr. Agostino, seconded by Mr. Blanchard.</li> </ul>	<p>Board of Directors</p>

<ul style="list-style-type: none"> <li>• Minutes of the Infrastructure &amp; Development Striking Committee meeting on June 8, 2023 were adopted by Mr. Agostino, seconded by Mr. Blanchard.</li> </ul>	
<p><b>4. REPORTS</b></p> <p><b><u>Executive Director Reporting</u></b></p> <ul style="list-style-type: none"> <li>○ <b><u>Grant Applications</u></b> <ul style="list-style-type: none"> <li>○ <b><u>Libro Credit Union</u></b> <ul style="list-style-type: none"> <li>– Ms. Croucher relayed information about the Libro Credit Union grant, and discussions surrounding potential projects ensued.</li> <li>– This grant could be used to support Farmers’ Market activities, and it was decided that the DWBRA would apply for funding</li> <li>– If awarded, this grant would be available in late August or in September 2023.</li> </ul> </li> <li>○ <b><u>Local Food Infrastructure Fund (Sustain Ontario)</u></b> <ul style="list-style-type: none"> <li>– Ms. Croucher advised that the DWBRA has applied for the grant to support the infrastructure needs of the Farmers’ Market.</li> <li>– Ms. Croucher advised that the DWBRA had applied for 2 new electrical service connections, hydro-boxes and carts so that the west side of Pelissier St. could be activated with vendors requiring hydro.</li> </ul> </li> <li>○ <b><u>Ontario Trillium Foundation – Capital Grant</u></b> <ul style="list-style-type: none"> <li>– Ms. Croucher advised that the DWBIA has written a grant on behalf of the Downtown Mission of Windsor for an outdoor courtyard at their headquarters, located at 875 Ouellette Ave.</li> </ul> </li> </ul> </li> </ul>	

**5. REGULAR BUSINESS ITEMS**

- **Downtown Investor Roundtable Marketing**
  - Mr. MacLeod spoke about hosting a Downtown Investor Roundtable meeting.
  - Discussion surrounded which groups to invite and the best way to build contacts and build solid support systems.
  - Meeting date set for July 5, 2023 to go over ideas and form a plan.
  
- **Marketing**
  - **Canada Day Arts Fair & Celebration**
    - Administration provided an update on activities planned for the event taking place on July 1, 2023.
    - Event funded by the Department of Canadian Heritage.
  
  - **Owen Waygood Event on Maiden Lane – July 19, 2023**
    - Administration provided an update and details of the event.
    - Councillor Agostino generously agreed to provide the equipment and sound for the event.
  
  - **Marketing Campaign 2023**
    - Administration provided an update on progress to date.
    - Consultations have been held with municipalities and tourism entities in Sarnia, London, Niagara and Michigan.
    - Proposed tactics to be presented at the next Board Meeting.
  
  - **Play On! Canada 2024 – update**
    - Administration provided an update on progress to date.

Administration



- **Security Cameras & Surveillance – update**
  - Administration presented the Board with quotes received from suppliers.
  - Discussion on the implementation of security cameras and surveillance ensued.
  - Administration directed to obtain a legal opinion from Dana Young, Willis Business Law.
  - Matter deferred to the Infrastructure & Development Striking Committee.
- **Konecki x Denial Mural Repair – update**
  - Administration provided an update on the quote received for the mural restoration.
  - The Board agreed not to provide with the restoration at this time.
- **Motions from Infrastructure & Development Striking Committee meeting held on June 8, 2023.**
  - Budget for mats for Farmers’ Market with possible other uses.
  - Print and laminate information placards re: parking in garage.
  - 
  - Motions unanimously approved.

**6. NEW BUSINESS**

- **ADS Media Solutions Advertising – Hotels in Downtown Windsor**
  - Board discussed briefly and requested additional information and for the matter to be referred to the Marketing & Events Striking Committee.
- **Beach Bash Volleyball**
  - The Board expressed interest in hosting a volleyball tournament late summer/early fall, and directed Administration to proceed to with executing the event.
  - Motion made by Mr. Corbett **“to allocate \$15,000 from events budget to put towards the Beach Bash and raise additional \$20,000 in sponsorship.”**

Board of Directors



<ul style="list-style-type: none"> <li>○ The Motion was seconded by Mr. Agostino, and approved.</li> <li>● <b>Executive Powers</b> <ul style="list-style-type: none"> <li>○ Motion made by Mr. Agostino <b>“to authorize the Executive to act on behalf of the Board on projects that already have been discussed at a Board Meeting to a maximum expense of \$5,000.</b></li> <li>○ The Motion was seconded by Mr. Blanchard, and approved.</li> </ul> </li> </ul>	<p>Board of Directors</p>
<p><b>UPCOMING MEETING DATES</b></p> <ul style="list-style-type: none"> <li>● DWBIA Marketing &amp; Events Striking Committee Thursday, July 6, 2023</li> <li>● DWBIA Infrastructure &amp; Development Striking Committee Thursday, July 13, 2023</li> <li>● DWBIA Board of Directors Tuesday, July 25, 2023</li> </ul>	
<p><b>ADJOURNMENT</b></p> <p>Meeting adjourned at 8:35PM</p>	



# MINUTES

**MEETING:** Marketing & Events Striking Committee  
**DATE:** Thursday, July 6, 2023  
**TIME:** 5:30 PM  
**LOCATION:** 484 Pelissier Street  
**ATTENDEES:** Andrew Corbett (Chair), Chris MacLeod, Sunny Bhatti, Councillor Renaldo Agostino  
**REGETS:** Jennie Atkins, Olivia Holt  
**STAFF:** Debi Croucher, Janice Dyett

Agenda and Discussion	Responsibility of:
<p><b>1. CALL TO ORDER</b></p> <p>Mr. Corbett chaired the meeting, and called the meeting to order at 5:55pm.</p> <p>Reading of Land Acknowledgement.</p> <p>Distributed agenda was adopted by Mr. Corbett, seconded by Mr. Agostino.</p>	
<p><b>2. DISCLOSURE OF INTEREST</b></p> <p>None.</p>	
<p><b>3. ADOPTION OF MINUTES</b></p> <p>Minutes of meeting on June 1, 2023 adopted by Mr. Agostino and Mr. MacLeod.</p>	Striking Committee
<p><b>4. REGULAR BUSINESS ITEMS</b></p> <ul style="list-style-type: none"> <li>• <b>Canada Day Arts Fair &amp; Celebration – update</b> <ul style="list-style-type: none"> <li>○ Ms. Croucher spoke to the success of the Canada Day Arts Fair.</li> </ul> </li> </ul>	

<ul style="list-style-type: none"> <li>○ Ms. Croucher spoke to the fact that the budget came in under budget, and that the event was funded by a Government of Canada grant.</li> <li>○ Ms. Croucher informed the Committee that any surplus funds would be used for Open Streets in September.</li> </ul>	
<ul style="list-style-type: none"> <li>● <b>Ouellette Car Cruise</b> <ul style="list-style-type: none"> <li>○ The Ouellette Car Cruise will take place on Friday August 18 from 1pm-9pm at Riverfront Festival Plaza.</li> <li>○ Cruisers will begin rendezvousing at the Plaza at 1pm, and the Cruise will start promptly at 6pm.</li> <li>○ Discussion on sponsorship ensued and included arranging a meeting with Windsor Police Service and Traffic re: cruise route and street closures.</li> </ul> </li> <li>● <b>Buskers</b> <ul style="list-style-type: none"> <li>○ Discussion held around having Buskers perform every Saturday night in August.</li> <li>○ The programming is intended to liven the downtown, and help change visitor perception.</li> <li>○ Issue put off until next Marketing and Events Striking Committee meeting on Thursday, August 3, 2023.</li> </ul> </li> <li>● <b>Play On! Canada 2024 -update</b> <ul style="list-style-type: none"> <li>○ Scott from Play On! Canada met with Debi and Renaldo.</li> <li>○ Letters have been sent to proposed Steering Committee, and Play On! Canada is awaiting responses.</li> </ul> </li> <li>● <b>Beach Volleyball Tournament – update</b> <ul style="list-style-type: none"> <li>○ Discussion surrounded location or locations for volleyball courts to be set up.</li> <li>○ Discussion surrounded the date that the tournaments will take place.</li> </ul> </li> </ul>	







## MINUTES

**MEETING:** Infrastructure and Development Striking Committee  
**DATE:** Thursday, July 13, 2023  
**TIME:** 5:30 PM  
**LOCATION:** 484 Pelissier Street  
**ATTENDEES:** Chris MacLeod (Chair), Andrew Corbett, Ray Blanchard, Ron Balla, Olivia Holt, Councillor Renaldo Agostino  
**STAFF:** Debi Croucher, Cole Fuerth

Agenda and Discussion	Responsibility of:
<p><b>1. CALL TO ORDER</b></p> <p>Mr. Agostino chaired the meeting and called the meeting to order at 5:36pm.</p> <p>Reading of Land Acknowledgement.</p> <p>Distributed agenda was adopted by Mr. Balla, seconded by Mr. MacLeod.</p>	
<p><b>2. DISCLOSURE OF INTEREST</b></p> <p>None.</p>	
<p><b>3. ADOPTION OF MINUTES</b></p> <p>Minutes of Meeting on June 8, 2023 were unanimously adopted.</p>	Striking Committee
<p><b>4. REGULAR BUSINESS ITEMS</b></p> <ul style="list-style-type: none"> <li>• <b>Investors Roundtable</b> <ul style="list-style-type: none"> <li>○ Discussion was had regarding the list of attendees, and proposed meeting date.</li> <li>○ Discussion was held regarding support and funding.</li> </ul> </li> </ul>	

- **Farmers Market – Mats**
  - We have placed an order with Essex Linen Supply for 8 mats (3' x 10" mats) printed one colour.
  
- **Farmers Market – parking Meter Signage**
  - Nothing further to report regarding meter bags and or signage.
  
- **Cigarette Bins**
  - Discussion surrounded using local artists to decorating the bins.
  
  - Discussion surrounded the cost to decorate bins, noted that the decorations may distract the viewer from the voting question on the bins.
  
  - Discussion held around using vinyl stickers for the questions as they are easily replaceable and cost effective.
  
  - Decision made to revisit the idea of decorating the bins after seeing how they handle wear and tear.
  
- **Benches**
  - Discussion surrounded the relocation of the benches and a suggestion was made to relocate some of the benches to the waterfront area. Benches can only be relocated on municipal property.
  
  - Discussion held that the Mission received donations of tables and benches, and so they are not in need of our benches.
  
  - Discussion surrounded adding arms to benches as soon as possible.
  
- **Security Cameras**
  - Discussion surrounded the use of security cameras. This is a very complex issue.
  
  - The Committee discussed starting with 10 cameras in areas where the business owners will support the project.

Striking Committee





## MOTIONS OF BOARD OF DIRECTORS MEETING

Meeting: June 27, 2023

### **CIGARETTE BALLOT BINS**

Motion made by Mr. Corbett to:

1. **“Willingness to invest in ballot bins that cost \$800-\$1000 each.”**
2. **“Allocate \$4100 from decorative lighting budget to go towards 5 bins.”**

The Motion was seconded by Mr. Agostino, and approved.

### **MATS**

Motion made by Mr. Balla for **“\$3,000 from Farmers’ Market budget for (8) 3 x 10 mats.**

The Motion was seconded by Mr. Corbett, and approved.

### **BENCHES**

Motion made by Mr. Balla to **“\$5,000 from security cameras and safety measures to install arm bars on park benches.”**

The Motion was seconded by Mr. Agostino, and approved.

Motion made by Mr. Corbett **“to have city council prepare a report to remove benches from requested businesses and then lend the benches to the Downtown Mission for 2 years.”**

The Motion was seconded by Mr. Balla, and approved.

### **MARKETING & EVENTS**

Motion made by Mr. Agostino **“to approved Motions made at Marketing & Events on June 1.”**

The Motion was seconded by Mr. Corbett, and approved.

### **BEACH BASH VOLLEYBALL**

Motion made by Mr. Corbett **“to allocate \$15,000 from events budget to put towards the Beach Bash and raise additional \$20,000 in sponsorship.”**

The Motion was seconded by Mr. Agostino, and approved.

### **PROJECTS DISCUSSED**

Motion made by Mr. Agostino **“to authorize the Executive to act on behalf of the Board on projects that already have been discussed at a Board Meeting to a maximum expense of \$5,000.**

The Motion was seconded by Mr. Blanchard, and approved.

**MOTIONS OF  
MARKETING & EVENTS STRIKING COMMITTEE**

Meeting: July 6, 2023

Motion made by Mr. Agostino to approve **“\$275 for ad for symphony”**.

The Motion was seconded by Mr. Bhatti, and approved.

Motion made by Mr. Corbett to **“commit to a four week program in mid, or early August toward the Red Frog safety program with an expense of \$1600 per night”**.

The Motion was seconded by Mr. Agostino, and approved.

Motion made by Mr. Agostino to approve **“\$300 to be used to feed volunteers supporting businesses outside of the host participants. Receipts to be submitted to DWBIA for reimbursement”**.

The Motion was seconded by Mr. Bhatti, and approved.

Mr. Agostino made a motion to **“use marketing fund up to \$300 dollars. We will handle the marketing”**.

The Motion was seconded by Mr. Corbett, and approved.

**MOTIONS OF  
INFRASTRUCTURE & DEVELOPMENT STRIKING COMMITTEE**

Meeting: July 13, 2023

Motion made by Mr. Agostino to **“use Christmas decorations for street poles again this year. With a budget of up to \$6,000.**

The Motion was seconded by Mr. Corbett, and approved.